

Six Obstacles Preventing You from Achieving Your Goals at Media Sales (Part 2)

In my last post, I talked about what I thought might be some of the obstacles that stood in the way of achieving my goals for the past 12 months.

Here they are again.

The goal might have been too much of a stretch.
I did not give myself a realistic time to achieve it.
I did not allocate the right time and resources to make it happen.
I was not committed emotionally to it.
I did not WORK AT IT WITH THE SAME PASSION AS THE ONES I DID ACHIEVE.
I did not monitor it.
By changing my mindset a little this year I do hope to set some big goals using these

solutions.

The goal might have been too much of a stretch – Maybe it's just working out a way to make it a little simpler. Instead of saying "I'm going to generate 50% more in sales for 2018", why not say "25% first 6 months, balance for the rest of the year." It's perhaps just as simple as chunking it down.
I did not give myself a realistic time to achieve it – Set up small times frames, I might have expected to achieve it sooner, and when I realized that I did not have a show of getting it, perhaps I should have stopped and evaluated it again.
I did not allocate the right time and resources to make it happen. Set time aside to work on that specific goal. Even if it is only an hour at a time.
I was not committed emotionally to it – get involved, if you are not committed then it's not a goal, it's a wish.
I did not WORK AT THE GOAL WITH THE SAME PASSION AS THE ONES I DID ACHIEVE- This is where you chunk it down if your goal is to have 5 new clients a month and you are finding that challenging then scope it back to 2.
I did not monitor it- Keep a journal. I got a great tip from an article I read on running up a journal of what you do each week. Just a summary. I use these headings –What I am grateful for- What opportunities I see- What I did- What I will do that week.
In my next article, I am going to talk about my one hour a day idea.

Until then

Have fun selling your stuff in 2018.

Mike

Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME OUT!